

WEBER COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	231,236	234,420	n/a	-	
Total Non-Ag Employment	89,676	90,047	n/a	-	
Non-Ag Avg Monthly Wage	\$2,897	\$2,921	n/a	-	
Per Capita Income	\$31,871	\$33,344	n/a	-	
Unemployment Rate*	8.8%	7.8%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$414,569,070	\$411,973,720	\$441,120,744	7.1%	
Travel & Tourism Related Employment	7,804	7,441	7,742	4.0%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$21,682,251	\$21,727,546	\$23,340,000	7.4%	
Transient Room Tax	\$1,032,993	\$1,014,709	\$1,034,272	1.9%	
Restaurant Tax	\$2,365,290	\$2,435,316	\$2,562,654	5.2%	
Car Rental Tax	\$264,440	\$264,500	\$275,485	4.2%	
Retail Sales					
Gross Taxable Retail Sales	\$3,069,390,361	\$3,150,250,559	\$3,334,746,614	5.9%	
REGIONAL VISITATION COUNTS					
Willard Bay S.P.	340,645	337,072	348,534	3.4%	
Antelope Island S.P.	285,390	282,145	292,662	3.7%	
Great Salt Lake S.P.	249,085	254,317	272,842	7.3%	
East Canyon S.P.	83,967	100,250	82,731	-17.5%	
Hyrum S.P.	131,973	89,885	124,958	39.0%	
Golden Spike N.H.S.	43,561	43,933	42,238	-3.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

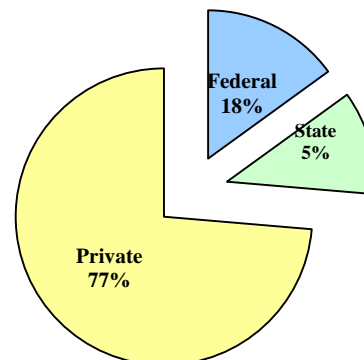
Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	16.0%
BLM	0.0%
US Forest Service	15.9%
National Parks	--
National Wildlife Service	--
Other •	0.1%
State Government	12.1%
Utah State Parks & Recreation	--
Utah State Wildlife Reserves	5.4%
State Trust Lands	0.2%
Other ••	6.5%
American Indian	--
Private*	78.6%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2012



Weber County Tourism Profile

